

03-19-01

A

**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Only for new nonprovisional applications under 37 CFR 1.53(b))**

Docket No. : 41875/RRT/S787  
Inventor(s) : Steven M. Schein, Sean A. O'Brien, James Jay Leftwich,  
Susan Broughton  
Title : SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS  
WITH ADVERTISERS AND BROADCASTERS  
Express Mail Label No. : EL483171355US

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, D.C. 20231

Date: March 16, 2001

1. ☒ **FEE TRANSMITTAL FORM** *(Submit an original, and a duplicate for fee processing).*

2. **IF A CONTINUING APPLICATION**

☒ This application is a continuation of patent application No. 09/416,161.

Prior application information: Examiner H. Tran; Group Art Unit: 2611

☒ This application claims priority pursuant to 35 U.S.C. §119(e) and 37 CFR §1.78(a)(4), to provisional Application Nos. 60/022,826 and 60/015,648.

3. **APPLICATION COMPRISED OF**

**Specification**

50 Specification, claims and Abstract (total pages)

**Drawings**

26 Sheets of drawing(s) (FIGS. 1 to 21F)

**Declaration and Power of Attorney**

☐ Newly executed

☐ Unexecuted declaration

☒ Copy from a prior application (37 CFR 1.63(d))(for continuation and divisional)

4. ☐ **Microfiche Computer Program** *(Appendix)*

5. ☐ **Nucleotide and/or Amino Acid Sequence Submission** *(if applicable, all necessary)*

☐ Computer Readable Copy

☐ Paper Copy (identical to computer copy)

☐ Statement verifying identity of above copies

6. **APPLICANT(S) STATUS UNDER 37 CFR § 1.27**

☐ Applicant(s) and any others associated with it/them under § 1.27(a) are a SMALL ENTITY

---

**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Only for new nonprovisional applications under 37 CFR 1.53(b))**

---

Docket No.: 41875/RRT/S787

---

**7. ALSO ENCLOSED ARE**

- ☒ Preliminary Amendment
- ☐ A Petition for Extension of Time for the parent application and the required fee are enclosed as separate papers
- ☐ An Assignment of the invention with the Recordation Cover Sheet and the recordation fee are enclosed as separate papers
- ☒ This application is owned by **StarSight Telecast, Inc.** pursuant to an Assignment recorded at Reel 9487, Frame 0141
- ☒ Information Disclosure Statement (IDS) For a Continuing Application/PTO-1449 (2 Sheets) and Form PTO-892 (4 sheets).
- ☐ Copies of IDS Citations
- ☐ Certified copy of Priority Document(s) (*if foreign priority is claimed*)
- ☐ English Translation Document (*if applicable*)
- ☒ Return Receipt Postcard (MPEP 503) (should be specifically itemized).
- ☒ Other: Copy of Substitution of Attorney by Assignee

**8. CORRESPONDENCE ADDRESS**

**CHRISTIE, PARKER & HALE, LLP, P.O. BOX 7068, PASADENA, CA 91109-7068**  
**Customer Number: 23363**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By



Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900

RRT/dsz